

Message Text

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ACTION EB-08

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FM AMEMBASSY BELGRADE

TO SECSTATE WASHDC PRIORITY 9586

USIA WASHDC PRIORITY

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INFO AMCONSUL ZAGREB

LIMITED OFFICIAL USE SECTION 1 OF 2 BELGRADE 929

EO 11652: NA

TAGS: BEXP YO

SUBJ: ZAGREB FALL FAIR

REF: (A) USIA 3936, (B) STATE 27394, (C) STATE 26333

1. SUMMARY. EMBASSY AND CONGEN ZAGREB ACCEPT WASHINGTON'S PROPOSAL FOR USG EXHIBIT, INCLUDING RECRUITMENT OF PRIVATE FIRMS FOR 1977 ZAGREB FALL FAIR. SINCE SPACE MUST BE SECURED AND RECRUITMENT BEGIN WITHOUT DELAY, WE WOULD APPRECIATE IMMEDIATE WASHINGTON CONCURRENCE ON APPROACH PROPOSED THIS MESSAGE TO FAIR AUTHORITIES AND TO U.S. FIRMS. END SUMMARY.

2. EMBASSY AND CONGEN HAVE CAREFULLY EXAMINED PROPOSAL, CONTAINED IN REF A FOR USG PARTICIPATION IN 1977 ZAGREB FALL FAIR. ALTHOUGH MISSION HAD ANTICIPATED A POSSIBLE REDUCTION OF USG PRESENCE AT ZAGREB FALL FAIR, WE ARE CONCERNED THAT CURRENT MODEST PROPOSALS REPRESENT A CUTBACK SO DRASTIC AS TO DILUTE THE DESIRED POLITICAL IMPACT AND LIMIT THE PROSPECTS FOR SUCCESSFUL COMMERCIAL PROMOTION. HOWEVER, GIVEN THE IMPORTANCE OF USG PARTICIPATION IN THE FAIR AND THE LACK OF TIME TO CONSIDER ALTERNATIVES, WE FEEL LITTLE CHOICE EXISTS EXCEPT TO LIMITED OFFICIAL USE

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GET SOLIDLY BEHIND PROPOSALS OUTLINED IN REF A AND CONSISTING OF: (A) USIA PARTICIPATION, INCLUDING "AMERICAN INDUSTRY" CORE EXHIBIT, IN LINE WITH REF A; (B) DEPARTMENT OF COMMERCE HOUSEHOLD GOODS VTR/CATALOG PROMOTION DESCRIBED REF B; (C) POST EFFORTS TO CLUSTER AROUND THE OFFICIAL EXHIBIT ANY U.S. FIRMS OR THEIR LOCAL AGENTS WHO HAVE EXPRESSED INTEREST IN THE FALL FAIR; AND (D) FULL SUPPORT BY BELGRADE/ZAGREB

USIS AND COMMERCIAL PERSONNEL, INCLUDING COMMERCIAL PROMOTION AND STAFFING EXHIBIT.

3. THE THIRD ELEMENT, PARTICIPATION OF U.S. FIRMS AND LOCAL AGENTS, REPRESENTS A NEW ASPECT OF U.S. PARTICIPATION IN FALL FAIR AND AS SUCH RAISES SPECIAL QUESTIONS. AS SUGGESTED REF C, CONGEN HAS CONDUCTED RAPID SURVEY OF TEN LOCAL AGENTS WHO REPRESENT TWENTY AMERICAN FIRMS. WHILE REACTIONS VARIED, THERE WERE SOME CAUTIOUSLY POSITIVE REACTIONS AND INTEREST IN RECEIVING DEFINITE PROPOSAL.

4. IN DISCUSSING POSSIBLE BASIS FOR PARTICIPATION, THOSE AGENTS WHO EXPRESSED INTEREST HAVE EMPHASIZED THAT COST OF PARTICIPATION IN US PAVILLION AND AVAILABILITY OF FOREIGN EXCHANGE QUOTA FROM FAIR WOULD BE IMPORTANT IN DETERMINING THEIR FINAL DECISION. IT IS CLEAR THAT EVEN THOSE MOST FAVORABLY DISPOSED NEED ASSURANCE THAT ARRANGEMENTS WOULD BE FINANCIALLY AND ADMINISTRATIVELY CONVENIENT, PARTICULARLY SINCE PARTICIPATION IN U.S. EXHIBIT WILL INVOLVE ADDITIONAL UNANTICIPATED COSTS TO THEM. (DEERE, FOR EXAMPLE, DECLINED PARTICIPATION IN USDOC NOVI SAD FAIR, CLAIMING CHARGES WOULD FAR EXCEED COST OF DIRECT PARTICIPATION.) IT SHOULD BE NOTED THAT AGENTS EXHIBIT AT ZAGREB ON BEHALF OF FIRMS FROM SEVERAL COUNTRIES. THOSE APPROACHED, WHILE CONCEDED ATTRACTIVENESS OF ALL-U.S. DISPLAY, WOULD CONSIDER IT NECESSARY TO RETAIN REGULAR EXHIBIT UNIT FOR NON-U.S. FIRMS, IN ADDITION TO PROVIDING PERSONNEL AND FUNDS FOR ARRANGEMENT WE PROPOSE.

5. TO PROVIDE ADDITIONAL INCENTIVE, WE PREPARED EXPLORE WHETHER LIMITED OFFICIAL USE

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FAIR MIGHT PROVIDE SPACE AT REDUCED RATES--A CONCESSION WHICH MIGHT BE MADE TO USG, BUT NOT TO INDIVIDUAL EXHIBITORS. WE ASSUME THAT 500 SQUARE METERS MENTIONED IN REF A IS SPACE REQUIRED FOR ACTUAL USIA/COMMERCE EXHIBITS, AUDIO-VISUAL DISPLAY AREA, INCLUDING FILM HALL, HOSPITALITY AREA FOR COMMERCIAL VISITORS, AND OFFICE SPACE. IN THAT CASE, FORMER U.S. PAVILION IS BEYOND OUR NEEDS, BUT WE FEEL THAT IT REMAINS THE OBVIOUS (AND PERHAPS THE ONLY AVAILABLE) LOCATION FOR U.S. EXHIBIT. WE PROPOSE TO APPROACH THE FAIR AUTHORITY AND SEEK TO RENT AT CONCESSIONARY RATE THE 500 SQUARE METERS IN U.S. PAVILION NEEDED FOR USG AND TO ASK FOR OPTION ON AN ADDITIONAL AREA FOR U.S. FIRMS AND LOCAL AGENTS. WE WILL TRY TO OBTAIN SECOND FLOOR OFFICE SPACE AT NO ADDITIONAL COST. IF U.S. PAVILION CANNOT BE RENTED IN PART, THEN WE WILL SEEK APPROPRIATE SPACE ELSEWHERE.

6. TO HOLD DOWN CONSTRUCTION COSTS FOR U.S. FIRMS, WE WOULD

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APPRECIATE AUTHORIZATION FOR USE AT EXHIBITOR EXPENSE UNDER
USG SUPERVISION OF COMMERCE-OWNED PANELS AND SUPPORTS FOR
MODULAR EXHIBIT UNITS BEING STORED WITH THE ZAGREB FIRM
INTERPUBLIKA. SHOULD THAT MATERIAL ALREADY BE COMMITTED
FOR SEPTEMBER, PLEASE ADVISE WHETHER COMMERCE OR USIA (REX?)
HAS EXHIBIT MODULES AVAILABLE ELSEWHERE IN EUROPE.

7. SINCE IT IS RATHER LATE TO BEGIN RECRUITMENT, ONCE AGREEMENT
HAS BEEN REACHED WITH FAIR AUTHORITY ON COST AND LOCATION OF
SPACE, WE MUST BE IN POSITION IMMEDIATELY TO OFFER DETAILED
PROPOSAL TO U.S. FIRMS AND LOCAL AGENTS. WE RECOMMEND U.S.
EXHIBIT PACKAGE CONSISTING OF THE FOLLOWING ELEMENTS: (A) SPACE
AT PARTICIPANT'S COST AS PART OF U.S. EXHIBIT AT BEST POSSIBLE
RATE; (B) SUPERVISION AND EXECUTION OF CONSTRUCTION OF DISPLAYS
(CONSTRUCTION COSTS TO BE BORNE BY FIRMS); (C) UNIFIED DESIGN
TO PROVIDE TIE-IN WITH USIS/COMMERCE EXHIBITS; (D) USE OF
AUDIOVISUAL AREA; (E) INVITATION OF U.S. FIRMS TO HOSPITALITY
FUNCTION(S), WHICH WE ASSUME WILL BE BUDGETED UNDER ANY
CIRCUMSTANCES FOR USIA/COMMERCE EXHIBITS; (F) PROMOTIONAL SUPPORT
BY EMBASSY/CONGEN INCLUDING LISTING IN U.S. OVERALL EXHIBIT
BROCHURE AND IN FAIR'S OWN CATALOG. WE BELIEVE THIS PACKAGE
WOULD ADD ENCOURAGEMENT TO FIRMS TO LOCATE WITH U.S. EXHIBIT.

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8. AT THE SAME TIME, U.S. FIRMS AND LOCAL AGENTS WOULD TILL

HAVE TO BEAR MAJOR RESPONSIBILITY FOR THEIR DISPLAYS. THEY WOULD BE RESPONSIBLE FOR (A) SPACE COSTS; (B) CONSTRUCTION COSTS; (C) ANY FURNITURE RENTAL; (D) FREIGHT AND HANDLING OF EXHIBIT MATERIAL; (E) PERSONNEL TO MAN THEIR BOOTHS; (F) TRANSLATION OF THEIR OWN PROMOTIONAL MATERIAL; (G) CUSTOMS CLEARANCES; (H) INSTALLATION OF EQUIPMENT; (I) STORAGE COSTS; (J) REMOVAL COSTS; AND (K) INSTALLATION OF DISPLAY MATERIAL.

9. ESSENTIAL TO OFFERING SUCH A PACKAGE TO U.S. FIRMS AND THEIR AGENTS IS THE ROLE OF THE USIA EXHIBIT MANAGER AND HIS STAFF. USIS AND COMMERCIAL PERSONNEL RECOMMEND THAT EXHIBIT MANAGER PERFORM THE ORGANIZATION TASKS OUTLINED IN PARA 7, INCLUDING ADMINISTRATION OF AUDIOVISUAL AREA AND ALLOCATION OF SPACE NEEDED TO ENSURE UNIFIED EXHIBIT. WE ALSO RECOMMEND THAT THE USIA FISCAL ASSISTANT HANDLE THE FINANCIAL ARRANGEMENTS SUCH AS RECEIVING AND ADMINISTERING PAYMENT FOR SPACE AND CONSTRUCTION COSTS.

10. WE HOPE WASHINGTON AGENCIES ABLE TO PROVIDE IMMEDIATE REACTION. SINCE MANY U.S. FIRMS ALREADY HAVE MADE THEIR EXHIBIT PLANS FOR 1977, WE MUST BEGIN RECRUITMENT NOW IF WE HOPE TO ATTRACT ANY TO ZAGREB THIS YEAR. TO BEGIN RECRUITMENT, WE NEED PRIOR UNDERSTANDING WITH FAIR AND A DEFINITE PACKAGE TO OFFER THE FIRMS.

11. ACTION REQUESTED: PLEASE CABLE SOONEST AGREEMENT WITH MISSION RECOMMENDATIONS AND CONFIRMATION OF OUR UNDERSTANDING PARA 5 OF SPACE REQUIREMENTS.

12. SEPARATE ZAGREB CABLE PROVIDES COMMENTS REQUESTED REF B CONCERNING HOUSEHOLD GOODS VTR/CATALOGUE PROMOTION.
YORK

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